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BROOKLYN ADVERTISEMENTS.

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FREDERICK LOESER & CO.

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FREDERICK LOESER & CO

he greatest Store and the greatest business in Brooklyn have risen here on the foundation of Public Satisfaction with the best service, the best assortments and lowest prices.

In every detail the Leading Retail Establishment of Brooklyn.

Men's Overcoats===\$8.75 Our Regular \$12.50 and \$15.00 Stock.

We never have Overcoats in regular stock at \$8.75—they couldn't be made of as good cloths and made in the good manner which marks Loeser Clothing to sell at such a price. But forty-nine coats represent the odd lots and broken sizes of the Overcoats in our stock that have been \$12.50 and \$15. They all come down to \$8.75 to-morrow—and make the greatest Overcoat barrain of the sauson for the few man who can share bargain of the season for the few men who can share.

When the Store opens there will be all sizes among them—from 34 to 48 breast. But come early if you would be sure.

Second Floor—Elm Place.

Budget of Big Values--- The Gist of Monda

Now the Greatest Furniture Sale in the History

4.000 Yards of Colored All Wool Surah Serge,

10.000 Yards of Woven Cotton Volles, 10c. a yd. Fine Suits for Boys-Incomparable Values. Men's \$15.00 to \$16.50 Overcoats, \$9.75. Men's Suits to Measure, \$19.50, regular \$30.00,

\$35.00 and \$40.00 values. Women's \$3.75 to \$5.00 Silk Umbrellas, \$2.34. 10c. Music at 13c.

Women's 25c. Stockings, 15c. \$1.50 Black Worsted Canvas, 69c, a yard. \$3.00 China Silk Waists, \$1.98. Pongee Silk Suitings-Less Than Cost to Make. \$2.25 Black Chiffon Hats, \$1.69.

Bohemian Water Tumblers, 4c. each. No mail or telephone orders, not more than one dozen to a customer, and deliveries during the week. \$12.00 to \$16.50 Corsets, \$6.98.

Women's Boots and Oxfords, \$1.95, White Figured Madras Waists, 49c. Watches for Everyone-Less Than Import Cost. Another Flurry in Furs-Deep Price Cutting. Solitaire Diamond Rings-40 per cent. Below

Regular Prices. The New Carpets for Spring, 1905. Mocha and Java Coffee, 27c a Pound, Regularly No mail or telephone orders. Deliverles during the week.

16c. Ribbons at 12c. a yard. Women's \$1.00 Hand Bags, 68c. Women's \$40.00 Tailored Sults, \$27.50.

February Furniture Sale. A Month of Amazing Furniture Offers.

This annual event is eagerly looked forward to by thousands of housekeepers for many miles around. Each succeeding Sale increases in interest and importance, just as each year increases the important resources and famed facilities of Broklyn's Great Store of Stores. Our Sale is a notable one for its unmatchable values, but its fame is even greater for the fine character of the Furniture, freshness and beauty of designs and magnificent proportions of its assortments. The saving of 25 to 50 per cent, is the more marked, therefore, because it is on Furniture that is new and first class. The purchasers have come to know through years of fortunate experience that the prices are the lowest and quality always dependable.

\$6.50 Parlor Rockers, \$4.95. Mahogany finish, inlaid, wood seat,

Rockers for Parlor and Living

Rooms. \$2.40 Rockers, \$1.60. Golden oak, \$4.00 Rockers, \$3.25. Golden oak, \$5.50 Rockers, \$3.95. Golden oak \$6.50 Rockers, \$4.75. Imitation ma-

\$9.00 Rockers, \$5.95. Imitation ma-hogany, wood seat.

Parlor and Library Tables. \$2.50 Parior Tables, \$1.25. Golden \$3.00 Parlor Tables, \$2.25. Golden \$3.25 Parlor Tables, \$1.75. Golden \$4.50 Parlor Tables, \$3.75. Golden \$5.75 Parlor Tables, \$4.50. imitation \$13.00 Library Tables, \$8.95. Imita-\$25.00 Library Tables, \$18.75. Golden \$26.00 Library Tables, \$19.50. Mahog-\$27.00 Library Tables, \$20.25. Ma-\$35.00 Library Tables, \$28.50. Weathered oak, Spanish leather top.

Ribbons.

16c. Ribbons, 12c. a Yard.

23c. Ribbons, 17c. a Yard.

24c. Ribbons, 18c. a Yard.

27c. Ribbons, 19c. a Yard.

statement

\$3,633,494 93

\$3,015,978 35

86,748,600 53 1,417,543 97

4,864,000 00

1,020,087 28

\$12,685,243 93

to the hold-ry next. ders thereof, hich date all ancelled.

4% inch wide colored satin taffeta Riboft, brilliant lustre, in all the best

Linch wide satin taffeta glace Ribbons, ery desirable, full of life and justre, in all

ich wide taffeta messaline Ribbons,

fleats, in the new millinery shades.

Lawn Kimono Sacques.

White lawn handkerchief Ki-

mono Sacques, finished with

pink and blue buttonhole scal-

ina silk Dressing Sacques, in the new pring style, made with loose back and font, short flowing sleeve and large ancy collar; the entire Sacque elan-

triped flannelette Gowns, made with yoke

hack and front collar of song to this had with scallop, value 69c., at 49c

derdown bolero Jackets, in assorted colors, finished with crochet edge and

lastened with silk frog, value 50c, at

with face insertions and face

19c

lops, value 39c., at 19c.

dain Floor, rear, East Building.

\$1.25 Dining Chairs, 85c. Golden oak, cane seat, carved back,

Rockers for Parlor and Living

Rooms. \$9.00 Rockers, \$6.75. Imitation ma-\$11.00 Rockers, \$8.25. Fumed oak, \$12.00 Rockers, \$8.75. Imitation ma-

\$18.00 Rockers, \$12.00. Golden oak \$23.00 Rockers, \$17.25. Golden oak,

Extension Tables and Sideboards. \$5.75 Extension Table, \$4.50. Golden ash, 40 inch square top, extends 5 feet. \$12.75 Extension Table, \$9.50.

\$15.50 Sideboard, \$9.95. Golden oak, \$19.50 Extension Table, \$14.50. Parlor Suites and Cabinets.

Golden oak, 44 inch square top, extends S | \$95.00 Parlor Cabinet, \$62.00. \$25.00 Extension Table, \$18.75. Golden oak, 48 inch square top, extends 8 feet. \$120.00 Five Piece Parlor Suite, \$90.00. Imitation mahogany trames, tap-

\$62.00 Extension Table, \$45. Golden

\$6 Chiffoniers, \$3.75. olden oak, 5 drawer, carved wood back.

Toilet Tables and Cheval Mirrors. \$9.00 Toilet Tables, \$6.75. Golden \$24.00 Toilet Tables, \$12.00. Ma-

\$20.00 Toilet Tables, \$16.00. Curiy \$27.00 Toilet Tables, \$19.75. Golden \$32.00 Cheval Mirror, \$24.00. Golden \$34.00 Toilet Tables, \$27.50. Marle. \$45.00 Tollet Tables, \$32.50. Ma-

\$50.00 Cheval Mirror, \$37.50. Ma-\$90.00 Cheval Mirror, \$45.00. Bird's-\$65.00 Cheval Mirror, \$49.00. Ma-

\$35.00 Extension Table, \$26.50. Gold- \$170.00 Parlor Cabinet, \$139.00. \$50.00 Sideboard, \$37.50. Goiden oak, \$225.00 Parlor Cabinet, \$112.50. \$62.00 Extension Table, \$45. Golden oak 52 inch tound top, pillar leg. \$115.00 Sideboard, \$57.50. Mahogany, Colonial design. Sideboard S

Now the FURNITURE SALE.

The Tremendous Annual Movement for Which Thousands Are Eagerly Waiting : To-morrow.

THE MERE ANNOUNCEMENT OF THE SALE is really sufficient. Everybody knows about it. Almost everybody has shared its advantages in previous years. It stands in a class alone. But this season the Sale is so much beyond even the best of our past offerings that we make the announcement to-day with more Many months have been spent in careful preparation for this event. Immense quantities of Furniture have been gathered. The prestige and purchasing power of the Store, which always give us a preference with many of the foremost makers, have this season been supplemented by favoring trade conditions. The result is such a complete and fine stock of Furniture as we believe has never before been shown in Brooklyn and at

A Fifth, a Fourth, a Third, Even Half Less than Usual.

It is the CHARACTER OF THE FURNITURE as well as the low prices which distinguishes this from the crop of sales which will be announced and speedily peter into nothingness. It is easy enough to get Furniture to sell at small prices, if you are not specially particular about its character. We could get Chiffoniers, Morris Chairs—plenty of other pieces to sell for even less than the wonderfully little prices we quote.

But you can DEPEND on this Furniture. Even the least expensive pieces are well made throughout and will give years of wear. Every piece of Furniture in the Sale is up to the high standard of excellence characteristic of the Store, so that you may choose whatever pleases your fancy with ABSOLUTE CONFIDENCE that it will give years of satisfaction in its use.

The range of Furniture in the Sale is tremendous. Every staple sort is included. You may furnish your house from top to bottom, and as simply or as richly as you choose—all at prices averaging a fourth or more under the regular.

The Sale is particularly rich in Furniture of high class, of the artistic sort which appeals to people of taste. We never before had such a great array of

Furniture in this class and the Sale will be noteworthy in this respect.

Some of the details follow. But you must SEE THE FURNITURE ITSELF to realize what the Sale really means. It is the greatest occasion of the sort which Brooklyn people have ever been invited to share

\$20 Parlor Suites, \$13.95.

Three pieces, mahogany finish frames, nicely finished, panel back, upholstered seats.

Bureaus of Golden Oak.

\$8.25, regularly \$11. \$14. regularly \$18. \$22, regularly \$30. \$25, regularly \$34. \$32, regularly \$43. \$41, regularly \$55.

Bureaus of Birch. \$15.50, regularly \$21.

\$57, regularly \$76.

\$24, regularly \$30. \$54, regularly \$68.

Bureaus of Maple.

\$18, regularly \$25. \$24, regularly \$32. \$29, regularly \$39. \$34, regularly \$46. \$54, regularly \$72 \$90, regularly \$120.

\$62, regularly \$78. \$85, regularly \$110. Chiffoniers of Golden Oak.

> \$3 95, regularly \$5.50. \$6.95, regularly \$12.75. \$10, regularly \$13.50. \$14, regularly \$19. \$17. regularly \$23. \$23. regularly \$31. \$35, regularly \$48.

\$38 China Closets, \$26.50.

Quartered oak Closets, with mirror

back and glass shelves; liberal size

Bureaus of Mahogany.

\$17, regularly \$24.

\$30, regularly \$40. \$46, regularly \$62.

\$18.50, regularly \$25. \$24, regularly \$32.

and very pretty design.

\$42, regularly \$56. Chiffoniers of Mahogany.

\$18, regularly \$24. \$32, regularly \$42. 40, regularly \$55

\$8.50 Chiffoniers, \$5.35.

Golden oak, nicely finished, 5 drawers, fancy shaped beveled

Chiffoniers of Maple. \$15, regularly \$19. \$23, regularly \$31. \$37, regularly \$50. \$75, regularly \$90.

Chiffoniers of Birch. \$15, regularly \$19. \$24, regularly \$30.

\$29, regularly \$42. \$36, regularly \$48.

Library Suites, 3 Pieces. \$83, regularly \$108, mahogany finish. \$95, regularly \$145, golden oak. \$120, regularly \$160, mahogany. \$140, regularly \$190, mahogany. \$165, regularly \$225, mahogany. \$285, regularly \$390, mahogany.

Gold Parlor Suites, 3 Pieces. \$92, regularly \$125. \$110, regularly \$285. \$130, regularly \$175

\$13.50 Morris Chairs, \$8.25. Golden oak or mahogany finish frames, very massive and elabo-rately carved, complete with cordu-roy or velour cushions.

Gold Parlor Suites, 3 Pieces. \$198, regularly \$300. \$248, regularly \$325. \$345, regularly \$575.

Parlor Suites, 3 Pieces.

\$29, regularly \$42, mahogany finish. \$33, regularly \$46, mahogany finish \$46, regularly \$61, mahogany finish \$50, regularly \$74, mahogany finish \$90, regularly \$140, mahogany. \$120, regularly \$185, mahogany. \$140, regularly \$210, mahogany.

\$180, regularly \$225. mahogany. Parlor Suites, 5 Pieces.

\$29, regularly \$38, mahogeny finish. \$36, regularly \$46, mahogeny finish. \$55, regularly \$110, mahogeny finish. \$73, regularly \$98, mahogany finish. \$80, regularly \$110, mahogany finish. \$105, regularly \$155, mahogany finish. \$175, regularly \$225, mahogany.

Third and Fourth Floors

The World's Broadest Guarantee Is YOUR INSURANCE POLICY In Buying at Loeser's.

As against the many exaggerated claims of low prices with which the daily papers are filled, we offer OUR GUARANTEE, the broadest given to the

public by any house in the world. "We guarantee the price of everything we sell to be as low as or lower than the same article or pattern can be bought anywhere else. If in a day, a week or a month later you find the same thing lower elsewhere, make a claim upon us and it will be allowed at once. What broader guarantee can be given? It covers every line of merchandise we sell, and under any circumstances

This guarantee renders it absolutely impossible for any house in Greater New York, under any circumstances or conditions, to sell the same goods or patterns for lower prices than we do, as we are sure to discover any change in price almost at once, and then our guarantee makes good. Every claim overed by our guarantee is allowed instantly, with thanks for the informa-

We fully realize that there is only one sentiment in business-CONFI-DENCE. After that the entire structure is built upon prices and quality. Every purchase made of us carries with it AN INSURANCE POLICY against the possible loss of a single penny under any circumstances which can or may arise within thirty days. Is any further argument needed? Can there possibly be a safer store than one where such insurance is given?

the patron of Loeser's is protected.

New Furs Join the Half Price Sale. Finest of All. And Just From the Workrooms. LAST WEEK WE MADE the most notable offering of Furs in our history

the greatest offering that has ever been made in Brooklyn. It was the stock of one of New York's best furriers; immense in volume and splendid in character. It was offered at JUST HALF the usual prices. But several thousand dollars worth of the Furs were still in the workrooms and unfinished when we closed the deal. They were being made up in the very newest styles. They could not be finished in time for the opening of the Sale.

Those Furs are finished now. The last of them arrived yesterday. They

add to the Sale its finest feature. Every piece bears the Loeser guarantee. None of the Furs will be sent C. O. D. or credited, but if any are left they may be exchanged within 48 hours. Muffs.

Scarfs. \$3 Scarfs, \$1.98. Nearseal cluster Scarfs. \$7 Scarfs, \$3.50. Sable dyed opossum Scarfs, finished with six tails.

\$15 Scarfs, \$7.50. Sable dyed squirrel throw Scarfs. \$20 Scarfs, \$10. Sable dyed squirrel fancy Scarfs. \$30 Scarfs, \$15. Gray dyed caracul throw Scarfs. \$36 Scarfs, \$18.

Blended mink long double Scarfs. \$45 Scarfs, \$22.50. Blended mink 4 skin Scarfs. \$45 Scarfs, \$27.50. Persian Lamb Scarfs, fancy collar. \$80 Scarfs, \$40.

\$15 Muffs, \$7.50. Black monkey, Empire shape. \$25 Muffs, \$12.50. Natural skunk Empire Muffs. \$36 Muffs, \$18. Blended fisher Empire Muffs. \$40 Muffs, \$20. Silver lynx, Empire shape. \$45 Muffs, \$27.50. Tipped mink Empire Muffs.

Fur Coats, Only One of a Kind. \$140 Coat, \$70. Persian lamb Coat, blouse front, braid trimming, full sleeves and brocade lining. \$150 Coat, \$75.

Natural gray caracul, tailor made walking Coa \$200 Coat, \$100. Long Stole or pointed Sitka fox.

Satin lined, finished with brush and trimming.

Second Floor, Front-Blended squirrel box Coat, braid

FRAMED OIL PAINTINGS. The Most Important Sale Ever Held in Brooklyn.

One hundred and three Oil Paintings, the fine work of some of the best foreign and American artists, will be here to-morrow for the smallest prices Paintings of equal merit have ever cost, we believe. In a nuts

Our ordinary prices for Pictures are lower than such Pictures will cost in the exclusive stores, where alone they can be equaled. And when Pictures have remained here for a time, they must give way to newer arrivals, even if our low prices have to be reduced still lower. Such a condition has inspired this sale. We print just a few of the many:

EASIE OF DISIEFIES.	A 42.4 10.5 1 a	A STATE OF A
Surrey Valley-D. Sherrin	\$140	\$90
By the Sea—C. Van Leemputten	110	75
Solitude—A. Van Hollenteke	165	100
Fisherman—J. Hacquette23x28	300	225
On the Thames-Harry Pennell	125	8.5
Harvest Time-Ernest Walbourne	185	100
Highland Cattle-David Hicks24x36	100	7.5
Expectation—A. Tamburini	175	110
Natural Enemies—P. Shaan	195	125
Portland Light-J. G. Tyler	125	85
Golden Sunset-G, H. McCord, A. N. A	150	100
Cobbler—P. Massani 12x16	150	100
Your Health—A. Palan	175	100
Flower Mart J. Pallari 11x16	85	50
Polish Guards - L. Gedlock	110	75
Landscape - Cluvala	90	60
Forest Path—B. Lambert	115	75
Nature's Realm-J. F. Waldo	95	60
Venice A. Kaufmann 17x22	95	50
Little Game—Prinkenfried	135	95
Landscape - E. L. Field	110	75
Mother's Joy G. Roegge	125	80
Vesper Rehearsal—Torrini	150	95
Moonlight—T. Plank	95	60
Lowlands O. Fedder. 16x31	115	75
Twelve Paintings at \$15 Each.		,,,
I weive Faintings at 313 pach.		

Another Rousing Sale of Waists.

Twelve Paintings at \$35 Each.

We have stirred the whole town with the Silk Waist offerings of the past weeks. They were unprecedented. Thousands of Waists have been distributed. And it is among the women who bought them and who know how unusually fine in style and fit and finish they are that this news of still more remarkable offerings for to-morrow will stir the widest interest

Twenty-six Paintings at \$25 Each.

\$5 TO \$7 SILK WAISTS, \$3.98. \$9 TO \$12 LACE AND SILK WAISTS, \$6.98. \$6.98 SILK WAISTS, \$4.98. \$4 AND \$5 SILK WAISTS, \$2.98. \$3 SILK WAISTS, \$1.98. \$1.59 LINENETTE WAISTS, 98c \$2.25 WHITE LAWN WAISTS, \$1.49.

Clearance in the Upholsterings

Fine Portieres-Greatly Reduced. Splendid quality Portieres, in a variety of styles and colorings. In most stances there is only one pair of a kind. \$7.50 Portieres, \$3.95 a pair \$17 \$17.50 Portieres, \$9.85 a pair \$28.50 Portieres, \$14.50 a pair

White Irish Point Curtains. \$1.98 a pair, regularly up to \$3.50 | \$4.75 a pair, regularly up to \$6.75 \$3.35 a pair, regularly up to \$5.00 | \$6.75 a pair, regularly up to \$9.50 We have quite a variety of two and three pair lots of the following Lace we shall offer as follows

Brussels Lace Curtains, regularly \$5.75 to \$30, at \$2.88 to \$19.75. Point Arab Curtains, regularly \$6,50 to \$70, at \$3.98 to \$38.50. Real Renaissance Curtains, regularly \$6.75 to \$70, at \$3.75 to \$35. Also American Arabian, Madras, Ruffled Net, etc., at the same propor-

150 Odd Pairs Desirable Lace Curtains, Half Price

Medicines---Toilet Needs---Toilet Preparations.

With but few exceptions these preparations are made up in our

own famous laboratory, and we can guarantee their purity absolutely. A. & S. Quinilla, for chapped hands, a bottle ... 15c tiseptic mouth wash, 12 lmperial Bouquet and counces. ... 39c lmperial Bouquet and Lilac Toilet Soaps, a cake for ... 10c ich wide taffetta brilliant Ribbons, lustrous finish, in white, black and A. & S. Cucumber Milk and Orris Cream, a bot. 39e
A. & S. Bi-Carb Soda, 8 ounces. 18e ounces. 18e ounces. 18e ounces. 18e ounces in a glass jar. 15e ounces of Jamaica. Green Castile Soap, 1 pound A & S. Nail Bleach, a jar.

A & S. Nail Bleach, a jar.

19e

A & S. Dobell's Solution, 4 ounces 19e value 57c., at 19e A & S. Camphorated Oil, 4 ounces 17c

A. & S. Beef, Iron and Wine, 16 ounces 12c

A. & S. Emulsion of Co. 1

Ouncine Pills 2

A. & S. Pure Communication of Co. 1

Ouncine Pills 2

Ouncine Pills 3

Ouncine Pills 4

Ouncine Pills A. & S. Emulsion of Cod Liver Oil, 16 ounces. 54c A. & S. Norwegian Cod Liver Oil, 16 ounces. 590 Cascarets, for constipation, 25c, size, at 190 A. & S. Pure Witch Hazel, Liver Oil, 16 ounces. 59c

A & S. Wine of Cod Liver Oil, 16 ounces. 49c

A & S. Elixir of Wild Cherry and Mint, 4 ounces. 21c

A & S. Carbolic Salve, in tin box. 10c

A & S. Zinc Ointment, in tin box. 10c

A & S. Sulphyr Olers of Capada Malt. Evited. 10c

A & S. Sulphyr Olers of Capada Malt. Evited. 10c

Capada Malt. Evited. 10c

Capada Malt. Evited. 10c

Capada Malt. Evited. 10c

Men's Suits to Measure, \$19.50.

Regularly \$30.00, \$35.00 and \$40.00. You will never realize how remarkable this offer is until you have seen the goods. We have been making Suits to measure for \$30.00 to \$40.00 that we know by actual comparison show better and more

stylish tailoring than any to be had outside of this store at near these figures. But now we must clear up all our small lots, single, two and three Suit ends. in preparation for the coming season. To-morrow, therefore, you may select from several styles of choice woolens and we will make in our best styles, finest tailoring, to your measure, a distinctively high class Suit up to 42 breast measure, thing and trimming of the best, at the remarkably low figure \$10.50 Above 42 breast measure an additional charge for the extra material required.

Scood floor, rear, East Building. 69c. to \$1.50 Dress Fabrics, 59c.

The remarkable part of the sale is that EVERY FABRIC IS DESIRABLE Kinds are right; qualities are fine: colors are correct. It is some of the best news we have had from the Dress Goods Store all season. \$1.50 Twine Voiles, 59c.

\$1 French Chiffon Voiles, 59c. \$1 Suiting Mixtures, 59c. 95c. French Black Voiles, 59c.

75c. Cheviots, 59c. 69c. All Wool Batiste, 59c.

75c. English Mohair Sicilians,